



WJLA-TV WASHINGTON, DC

WJLA
1100 Wilson Blvd, 6th Floor
Arlington, VA 22209

Grassroots Media LLC
146 Montgomery Avenue Suite 201
BALA CYNWYD, PA 19004

Contract # 4981562

Schedule Dates 09/20/21-09/27/21
Advertiser Terry McAuliffe for Governor of Virginia-D (14151)
Agency Grassroots Media LLC (19605)
Product POLITICAL CANDIDATE (ns) (1186)
Brand EST.646 (1617026)
Salesperson HOUSE-WASHINGTON, WJLA/GJLA/EJLA (3869)
Sales Office WJLA/GJLA/EJLA
Buyer Name
Phone/Fax /
CPE 40/41/646
Account Types Local/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments Separation: 30

Date Entered 09/20/21
Last Modified 09/20/21
Entered By Alexa Schram
CO-OP No
External # 10976755
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$31,605.00
Net Total \$179,095.00
Sales Tax

Washington (WJLA)

By Broadcast Month	Spots	Rate
Sep. 2021	150	\$175,400.00
Oct. 2021	34	\$35,300.00
Grand Total:	184	\$210,700.00

INCOMPLETE CONTRACT

Due to: Pending line Approvals

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/21/21-09/24/21	2	:30	5A- News-7News ON YOUR SIDE at 5AM			2	2	2	2			8	\$200.00	\$1,600.00	Washington (WJLA)	Daypart EM GOOD MORNING WASHINGTON 5A(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON	9/20/21
2.0	Normal Line / SPOT	09/21/21-09/24/21	2	:30	5:59:26P- News-7News ON YOUR SIDE at 6PM			2	2	2	2			8	\$900.00	\$7,200.00	Washington (WJLA)	Daypart EN ABC 7 NEWS @ 6P(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL	9/20/21
3.0	Normal Line / SPOT	09/21/21-09/24/21	2	:30	4:59:30P- News-7News ON YOUR SIDE at 5PM			2	2	2	2			8	\$600.00	\$4,800.00	Washington (WJLA)	Daypart EN ABC 7 NEWS @ 5P(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL	9/20/21
4.0	Normal Line / SPOT	09/21/21-09/24/21	3	:30	6:57P- 7P (EST)			1	1	1	1			4	\$3,500.00	\$14,000.00	Washington (WJLA)	Daypart EN WOLD NEWS ADJ B(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL	9/20/21
5.0	Normal Line / SPOT	09/21/21-09/24/21	3	:30	6:27P- 6:30P (EST)			1	1	1	1			4	\$2,500.00	\$10,000.00	Washington (WJLA)	Daypart EN WORLD NEWS ADJ A(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUA	9/20/21

CONFIRMATION CONTRACT

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6.0	Normal Line / Access	09/21/21-09/24/21	2	:30	7:29:26P- Jeopardy			2	2	2	2			8	\$2,600.00	\$20,800.00	Washington (WJLA)	Daypart PA JEOPARDY(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFOR	9/20/21
7.0	Normal Line / Access	09/21/21-09/24/21	2	:30	6:58:46P- Wheel Of Fortune			2	2	2	2			8	\$1,800.00	\$14,400.00	Washington (WJLA)	Daypart PA WHEEL OF FORTUNE(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUA	9/20/21
8.0	Normal Line / SPOT	09/25/21-09/25/21	3	:30	7:30P- Jeopardy Wknd							1		1	\$900.00	\$900.00	Washington (WJLA)	Daypart PA JEOPARDY-WKND(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL P	9/20/21
9.0	Normal Line / SPOT	09/25/21-09/25/21	3	:30	7P- Wheel Of Fortune Wknd							1		1	\$700.00	\$700.00	Washington (WJLA)	Daypart PA WHEEL OF FORTUNE- WKND(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE	9/20/21
10.0	Normal Line / Prime	09/22/21-09/22/21	3	:30	8P- 9P (EST)				1					1	\$2,000.00	\$2,000.00	Washington (WJLA)	Daypart PT GOLDBERGS/ WONDER YEARS(Agency)-4Q21 (sell)	9/20/21

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11.0	Normal Line / Prime	09/21/21-09/21/21	3	:30	7:57:56P- ABC-Bachelor in Paradise (Tuesday)			1						1	\$2,500.00	\$2,500.00	Washington (WJLA)	Daypart PT BACHELOR IN PARADISE(Agency) -LP Sep/2019OVC - ESTIMATE IS BASED ON THE	9/20/21
12.0	Normal Line / SPOT	09/21/21-09/24/21	1	:30	6:58A- ABC-Good Morning America			3	3	3	3			12	\$1,600.00	\$19,200.00	Washington (WJLA)	Daypart EM GOOD MORNING AMERICA 7A(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON TH	9/20/21
13.0	Normal Line / SPOT	09/25/21-09/25/21	3	:30	11:00:26P- News-7News ON YOUR SIDE Weekend at 11PM							1		1	\$250.00	\$250.00	Washington (WJLA)	Daypart LN ABC7 NEWS @ 11P SAT/NEWS WEEKL(Agency)-4Q21 (sell) - ESTIMATE IS BASE	9/20/21
14.0	Normal Line / SPOT	09/21/21-09/24/21	2	:30	11:00:26P- News-7News ON YOUR SIDE at 11PM			1	1	1	1			4	\$650.00	\$2,600.00	Washington (WJLA)	Daypart LN ABC 7 NEWS @ 11P(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUA	9/20/21
15.0	Normal Line / SPOT	09/21/21-09/24/21	3	:30	12:37A- ABC-Nightline			1	1	1	1			4	\$100.00	\$400.00	Washington (WJLA)	Daypart LF NIGHTLINE(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFO	9/20/21

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16.0	Normal Line / SPOT	09/21/21-09/24/21	3	:30	11:35P- ABC-Jimmy Kimmel			2	2	2	2			8	\$300.00	\$2,400.00	Washington (WJLA)	Daypart LF JIMMY KIMMEL(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PE	9/20/21
17.0	Normal Line / SPOT	09/26/21-09/26/21	3	:30	7:30A- News-7News ON YOUR SIDE Weekend at 8AM								1	1	\$100.00	\$100.00	Washington (WJLA)	Daypart WK GOOD MORNING WASHINGTON SUN(Agency)-4Q21 (sell) - ESTIMATE IS BASED O	9/20/21
18.0	Normal Line / SPOT	09/26/21-09/26/21	2	:30	7:58:40A- ABC-Good Morning America Sunday								2	2	\$450.00	\$900.00	Washington (WJLA)	Daypart WK GMA-SUN(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORM	9/20/21
19.0	Normal Line / SPOT	09/25/21-09/25/21	2	:30	9A- ABC-Good Morning America Saturday 2							2		2	\$400.00	\$800.00	Washington (WJLA)	Daypart WK GMA SAT 9-10A(Agency)-4Q21 (sell)	9/20/21
20.0	Normal Line / SPOT	09/25/21-09/25/21	2	:30	8A- News-7News ON YOUR SIDE Weekend at 8AM							2		2	\$325.00	\$650.00	Washington (WJLA)	Daypart WK GMW SAT 8-9A(Agency)-4Q21 (sell)	9/20/21
21.0	Normal Line / SPOT	09/26/21-09/26/21	3	:30	8:59:30A- ABC-This Week								1	1	\$25,000.00	\$25,000.00	Washington (WJLA)	Daypart WK THIS WEEK(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFO	9/20/21

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22.0	Normal Line / SPOT	09/25/21-09/25/21	2	:30	7A- ABC-Good Morning America Saturday							1		1	\$400.00	\$400.00	Washington (WJLA)	Daypart RT GMA-SATURDAY(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PE	9/20/21
23.0	Normal Line / SPOT	09/21/21-09/24/21	1	:30	8A- ABC-Good Morning America			3	3	3	3			12	\$1,600.00	\$19,200.00	Washington (WJLA)	Daypart EM GOOD MORNING AMERICA 8A(Agency)-4Q21 (sell)	9/20/21
24.0	Normal Line / SPOT	09/21/21-09/24/21	2	:30	5:58:15A- News-7News ON YOUR SIDE at 6AM			2	2	2	2			8	\$525.00	\$4,200.00	Washington (WJLA)	Daypart EM GOOD MORNING WASHINGTON 6A(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON	9/20/21
25.0	Normal Line / SPOT	09/21/21-09/24/21	1	:30	10:58:25A- ABC-The View			2	2	2	2			8	\$1,050.00	\$8,400.00	Washington (WJLA)	Daypart DT THE VIEW(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFOR	9/20/21
26.0	Normal Line / SPOT	09/21/21-09/24/21	3	:30	2P- ABC-General Hospital			2	2	2	2			8	\$400.00	\$3,200.00	Washington (WJLA)	Daypart DT GENERAL HOSPITAL(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUA	9/20/21

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27.0	Normal Line / SPOT	09/21/21-09/24/21	2	:30	11:59:56A- News-7News ON YOUR SIDE at Noon			2	2	2	2			8	\$400.00	\$3,200.00	Washington (WJLA)	Daypart DT ABC 7 NEWS @ NOON(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTU	9/20/21
28.0	Normal Line / SPOT	09/21/21-09/24/21	3	:30	9A- Live with Kelly			2	2	2	2			8	\$300.00	\$2,400.00	Washington (WJLA)	Daypart DT LIVE W/ KELLY & RYAN(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON T	9/20/21
29.0	Normal Line / SPOT	09/21/21-09/24/21	2	:30	3:59:27P- News-7News ON YOUR SIDE at 4PM			2	2	2	2			8	\$400.00	\$3,200.00	Washington (WJLA)	Daypart EF ABC 7 NEWS @ 4P(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL	9/20/21
30.0	Normal Line / SPOT	09/27/21-09/27/21	2	:30	5A- News-7News ON YOUR SIDE at 5AM		2							2	\$200.00	\$400.00	Washington (WJLA)	Daypart EM GOOD MORNING WASHINGTON 5A(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON	9/20/21
31.0	Normal Line / SPOT	09/27/21-09/27/21	1	:30	6:58A- ABC-Good Morning America		3							3	\$1,600.00	\$4,800.00	Washington (WJLA)	Daypart EM GOOD MORNING AMERICA 7A(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON TH	9/20/21

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32.0	Normal Line / SPOT	09/27/21-09/27/21	1	:30	8A- ABC-Good Morning America		3							3	\$1,600.00	\$4,800.00	Washington (WJLA)	Daypart EM GOOD MORNING AMERICA 8A(Agency)-4Q21 (sell)	9/20/21
33.0	Normal Line / SPOT	09/27/21-09/27/21	2	:30	5:58:15A- News-7News ON YOUR SIDE at 6AM		2							2	\$525.00	\$1,050.00	Washington (WJLA)	Daypart EM GOOD MORNING WASHINGTON 6A(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON	9/20/21
34.0	Normal Line / SPOT	09/27/21-09/27/21	1	:30	10:58:25A- ABC-The View		2							2	\$1,050.00	\$2,100.00	Washington (WJLA)	Daypart DT THE VIEW(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFOR	9/20/21
35.0	Normal Line / SPOT	09/27/21-09/27/21	3	:30	2P- ABC-General Hospital		2							2	\$400.00	\$800.00	Washington (WJLA)	Daypart DT GENERAL HOSPITAL(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUA	9/20/21
36.0	Normal Line / SPOT	09/27/21-09/27/21	2	:30	11:59:56A- News-7News ON YOUR SIDE at Noon		2							2	\$400.00	\$800.00	Washington (WJLA)	Daypart DT ABC 7 NEWS @ NOON(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTU	9/20/21

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37.0	Normal Line / SPOT	09/27/21-09/27/21	3	:30	9A- Live with Kelly		2							2	\$300.00	\$600.00	Washington (WJLA)	Daypart DT LIVE W/ KELLY & RYAN(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON T	9/20/21
38.0	Normal Line / SPOT	09/27/21-09/27/21	2	:30	3:59:27P- News-7News ON YOUR SIDE at 4PM		2							2	\$400.00	\$800.00	Washington (WJLA)	Daypart EF ABC 7 NEWS @ 4P(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL	9/20/21
39.0	Normal Line / SPOT	09/27/21-09/27/21	2	:30	5:59:26P- News-7News ON YOUR SIDE at 6PM		2							2	\$900.00	\$1,800.00	Washington (WJLA)	Daypart EN ABC 7 NEWS @ 6P(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL	9/20/21
40.0	Normal Line / SPOT	09/27/21-09/27/21	2	:30	4:59:30P- News-7News ON YOUR SIDE at 5PM		2							2	\$600.00	\$1,200.00	Washington (WJLA)	Daypart EN ABC 7 NEWS @ 5P(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL	9/20/21
41.0	Normal Line / SPOT	09/27/21-09/27/21	3	:30	6:57P- 7P (EST)		1							1	\$3,500.00	\$3,500.00	Washington (WJLA)	Daypart EN WOLD NEWS ADJ B(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL	9/20/21

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbgi.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



WJLA-TV WASHINGTON, DC

WJLA
1100 Wilson Blvd, 6th Floor
Arlington, VA 22209

Grassroots Media LLC
146 Montgomery Avenue Suite 201
BALA CYNWYD, PA 19004

Contract # 4981562

Schedule Dates 09/20/21-09/27/21
Advertiser Terry McAuliffe for Governor of Virginia-D (14151)
Agency Grassroots Media LLC (19605)
Product POLITICAL CANDIDATE (ns) (1186)
Brand EST.646 (1617026)
Salesperson HOUSE-WASHINGTON, WJLA/GJLA/EJLA (3869)
Sales Office WJLA/GJLA/EJLA
Buyer Name
Phone/Fax /
CPE 40/41/646
Account Types Local/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments Separation: 30

Date Entered 09/20/21
Last Modified 09/20/21
Entered By Alexa Schram
CO-OP No
External # 10976755
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$31,605.00
Net Total \$179,095.00
Sales Tax

Washington (WJLA)

By Broadcast Month	Spots	Rate
Sep. 2021	150	\$175,400.00
Oct. 2021	34	\$35,300.00
Grand Total:	184	\$210,700.00

INCOMPLETE CONTRACT

Due to: Pending line Approvals

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
42.0	Normal Line / SPOT	09/27/21-09/27/21	3	:30	6:27P- 6:30P (EST)		1							1	\$2,500.00	\$2,500.00	Washington (WJLA)	Daypart EN WORLD NEWS ADJ A(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUA	9/20/21
43.0	Normal Line / Access	09/27/21-09/27/21	2	:30	7:29:26P- Jeopardy		2							2	\$2,600.00	\$5,200.00	Washington (WJLA)	Daypart PA JEOPARDY(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFOR	9/20/21
44.0	Normal Line / Access	09/27/21-09/27/21	2	:30	6:58:46P- Wheel Of Fortune		2							2	\$1,800.00	\$3,600.00	Washington (WJLA)	Daypart PA WHEEL OF FORTUNE(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUA	9/20/21
45.0	Normal Line / SPOT	09/27/21-09/27/21	2	:30	11:00:26P- News-7News ON YOUR SIDE at 11PM		1							1	\$650.00	\$650.00	Washington (WJLA)	Daypart LN ABC 7 NEWS @ 11P(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUA	9/20/21
46.0	Normal Line / SPOT	09/27/21-09/27/21	3	:30	12:37A- ABC-Nightline		1							1	\$100.00	\$100.00	Washington (WJLA)	Daypart LF NIGHTLINE(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFO	9/20/21

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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INCOMPLETE CONTRACT

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47.0	Normal Line / SPOT	09/27/21-09/27/21	3	:30	11:35P- ABC-Jimmy Kimmel		2							2	\$300.00	\$600.00	Washington (WJLA)	Daypart LF JIMMY KIMMEL(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PE	9/20/21

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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